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Fig. 1

15

Please sign below and return this card to allow . . . to
electronically debit your account for the \$20.00 fee
explained on the attached statement.

Name _____

*Signature _____

Thank you for shopping at . . . !

0000002 0000022

200109043441249



MICHELLE C.
N MORGAN ST
RUSHVILLE IN 46173-1230



200109043441249

FIRST CLASS
PRESORT
U.S. Postage
PAID
PERMIT # 569
MN 55

Attn: Retail Accounting
PO Box
MN 55, 7-9

55

11

22

30

60b

25

35

12

60a

82

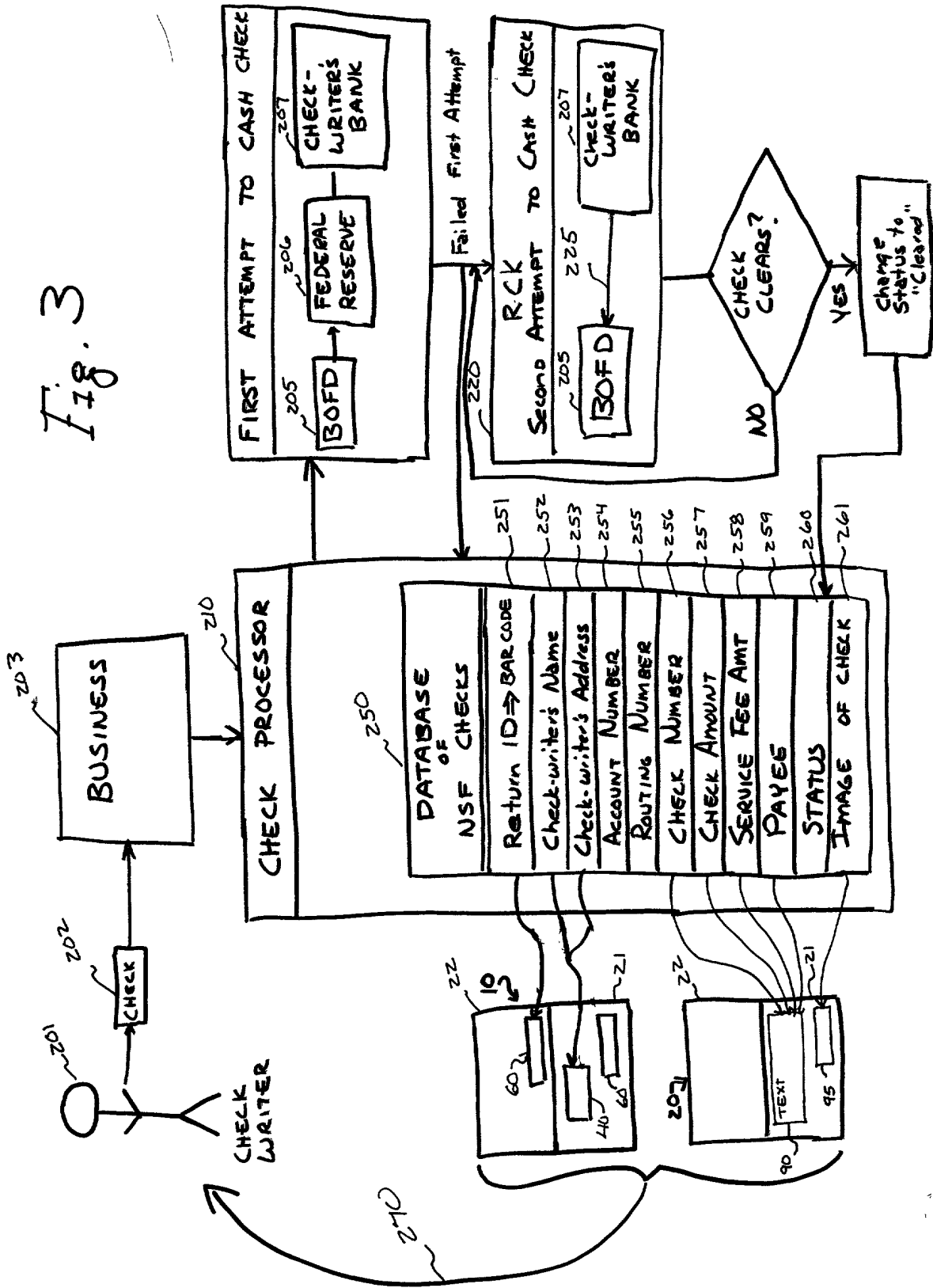
27

62

54

48

40



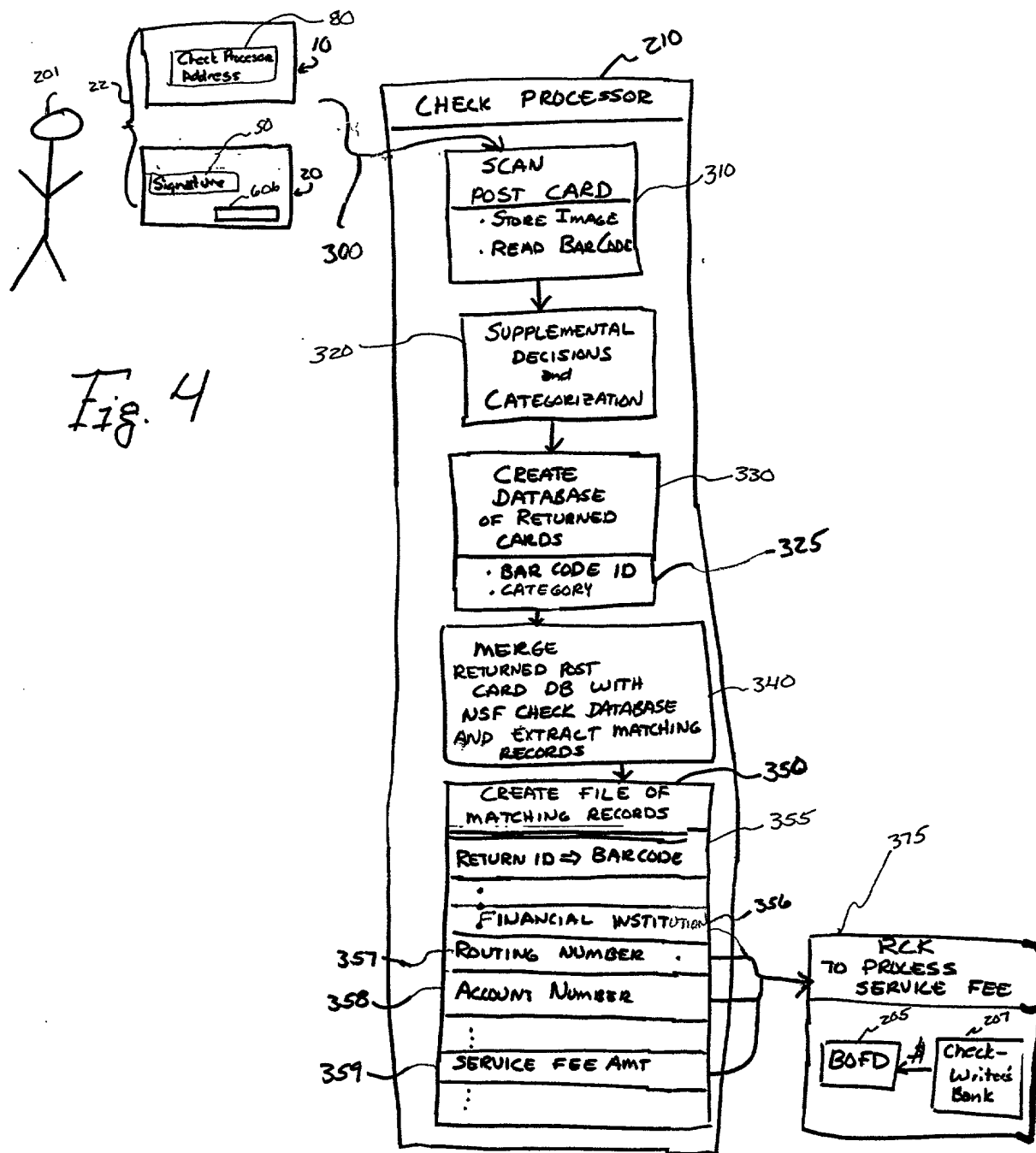


Fig. 5

The DPC Service Fee Activity Report allows you to view all activity related to the DPC Service Fee product within a given date range. This report is different from the DPC Performance Report in that the query fields are tied to the date range and not specifically to the cards sent during that date range. This report can be generated by store.

Date Range: 7/1/01 - 9/30/01

Category	DPC Sent	DPC received	Undeliverable	Checks/Money Received
Totals	#1 3825 \$1 \$78,590.00	#1 1632 \$33,450.00	#1 131#1 \$2,650.00\$1	361 \$7,460.00
Service Fee 1st Presentments	#1 1141 \$23,360.00	First Presentments Cleared #1 1017 \$20,825.00	Second Presentments Cleared #1 0 \$0.00	
Summary of Funds Received	1378	\$28,285.00		

- A** RCK Items that clear and are eligible for Double PostCard mailing.
B Total Double PostCards received from consumers to date.
C Items that return undeliverable (inaccurate mailing address, customer info, etc).
D Total checks and money received from Double PostCard mailing.
E Electronic service fees initiated.
F Cleared service fee presentments.
G Electronic service fees initiated a second time.
H Cleared second presentments.
I A snapshot summary of DPC Service Fee performance.

SECRET

SECRET

Id 82:1b:2 1002/L/Z' p89UJg

Cyberbullying and Peer Harassment

Summary		
Total DPC Sent	37,079	\$751,065.00
Total ACH Service Fees	5,948	\$120,515.00
Total Cleared	5,149	\$104,595.00
Pending Cleared	346	\$6,830.00
Returned	464	\$9,160.00
as a % of non-pending	8.1%	9.1%
Clear Rate:	88.6% (9)	86.7% (8)

The DPC Performance Report lists the number of postcards mailed in a given date range and tracks response rates. This information is broken out into undeliverables, checks/money received, and signatures received. The report goes further to provide the number of dollars collected for those consumers who have authorized direct debit from their accounts.

- A** RCK items that clear and are eligible for Double PostCard mailing.
- B** Total Double PostCards received from consumers to date.
- C** Items that return undeliverable (Inaccurate mailing address, customer info, etc.
- D** Total checks and money received from Double PostCard mailing.
- E** DPC received with signature authorizing electronic debit.
- F** NSF returns eligible for second presentment.
- G** Unsuccessful ACH transactions.
- H** A snapshot summary of DPC Service Fee performance.

